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**INTEROFFICE MEMORANDUM**

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**TO:** B RENICK, F GAVIN  
**FROM:** WESLEY ELLIS  
**SUBJECT:** CAPITOL OFFICE PRESS BRIEFINGS  
**DATE:** 12/21/01  
**CC:** L MAYO

During the last two legislative sessions the Governor has used his Capitol Office to host certain press briefings with the media. In the past, these briefings have been plagued with poor audio and bad lighting. This makes it difficult for the media to gain useable sound bites and images. The media has been quite vocal about the problems they encounter when we have briefings there and have recommended solutions.

Since the 2002 session is a couple of weeks away I have a few suggestions that could help improve the technical aspects of these briefings.

1. Creating our own light easily solves poor lighting. Purchase a portable Lowel light kit that cost around \$500.
2. Audio problems are solved by purchasing a wireless lavalier microphone (\$445.00) and using the mult box and speaker we all ready own. This is much like the podium setup we use on the 2<sup>nd</sup> floor of the rotunda.

These improvements will greatly increase the effectiveness of the Governor's message by providing better quality images and audio for the media who then pass it on to the people of Mississippi. Anything we can do to improve the technical side of press conference's and briefings can only add to the impact of the Governor's message. Also, these items are portable when we go on the road.

I have access to a Lowel light kit that we can use as a test for the next press conference in the Capitol Office.